

September 16, 2003 CPC



STAFF'S  
REQUEST ANALYSIS  
AND  
RECOMMENDATION

04PW0109

Devon LLC  
(Interchange at Walthall)

Bermuda Magisterial District  
North line of Ruffin Mill Road

REQUEST: Waiver of Development Standards

Devon LLC requests modification of the following Zoning Ordinance requirements:

Section 19-637.(e) Limitation on specific signs. Specifically, the applicant is requesting a waiver to the requirements that directional signs not contain business names or logos, and to the limitation of directional signs to no more than two (2) colors.

Specific language of Section 19-637(e) is included in the background section of this report.

RECOMMENDATION

Staff recommends denial of the request for the following reasons:

1. The applicant's situation is not unique to this particular property, and denial of the request would not inhibit the use of this property.
2. A reasonable alternative to the applicant's request is available without a waiver to the Zoning Ordinance.

## GENERAL INFORMATION

### Developer:

Devon LLC

### Location:

North line of Ruffin Mill Road. Tax IDs 806-638-5111 and 807-637-0074 (Sheet 35).

### Existing Zoning and Land Use:

Light Industrial (I-1); Office warehouse.

### Size:

21.68 acres

### Adjacent Zoning and Land Use:

North - R-12; Vacant  
South - I-2; Industrial  
East - I-1; Industrial  
West - I-2; Single family residential or agricultural uses

## BACKGROUND

Directional signs are not permitted to contain business names or logos and further are limited to no more than two (2) colors per section 19-637(e) of the Chesterfield County Zoning Ordinance:

(e) Onsite directional signs are limited to no more than two per public road entrance, and the signs shall be legible from the adjacent public road. Business names and/or logos are not permitted on the sign. If directional signs are used adjacent to the roadway, at least one shall include the street address of the business it references. The directional sign shall include no more than two colors, including black and white, with the lettering as one color and the face as the other. Lighting of directional signs shall be by internal illumination only. Except as noted below for parking row designation signs, onsite directional signs shall not exceed four square feet in area and five feet in height.

Devon LLC has developed this site along Ruffin Mill Road with about 870,000 square feet of office warehouse space within three (3) buildings.

The applicant's letter states:

"Because this site uses three entrances, one being exclusively for cars and the other two serving trucks, any directional signs need to specifically indicate the truck entrance to be used by deliveries to tenants in specific buildings. A detailed truck entrance sign at each truck entrance showing truck operators which tenants each entrance serves will alleviate excessive truck traffic on the site due to undirected trucks."

The applicant further states that their situation is unique and not shared by other properties in the area, as no other use in the area contains as many tenants or has multiple entrances.

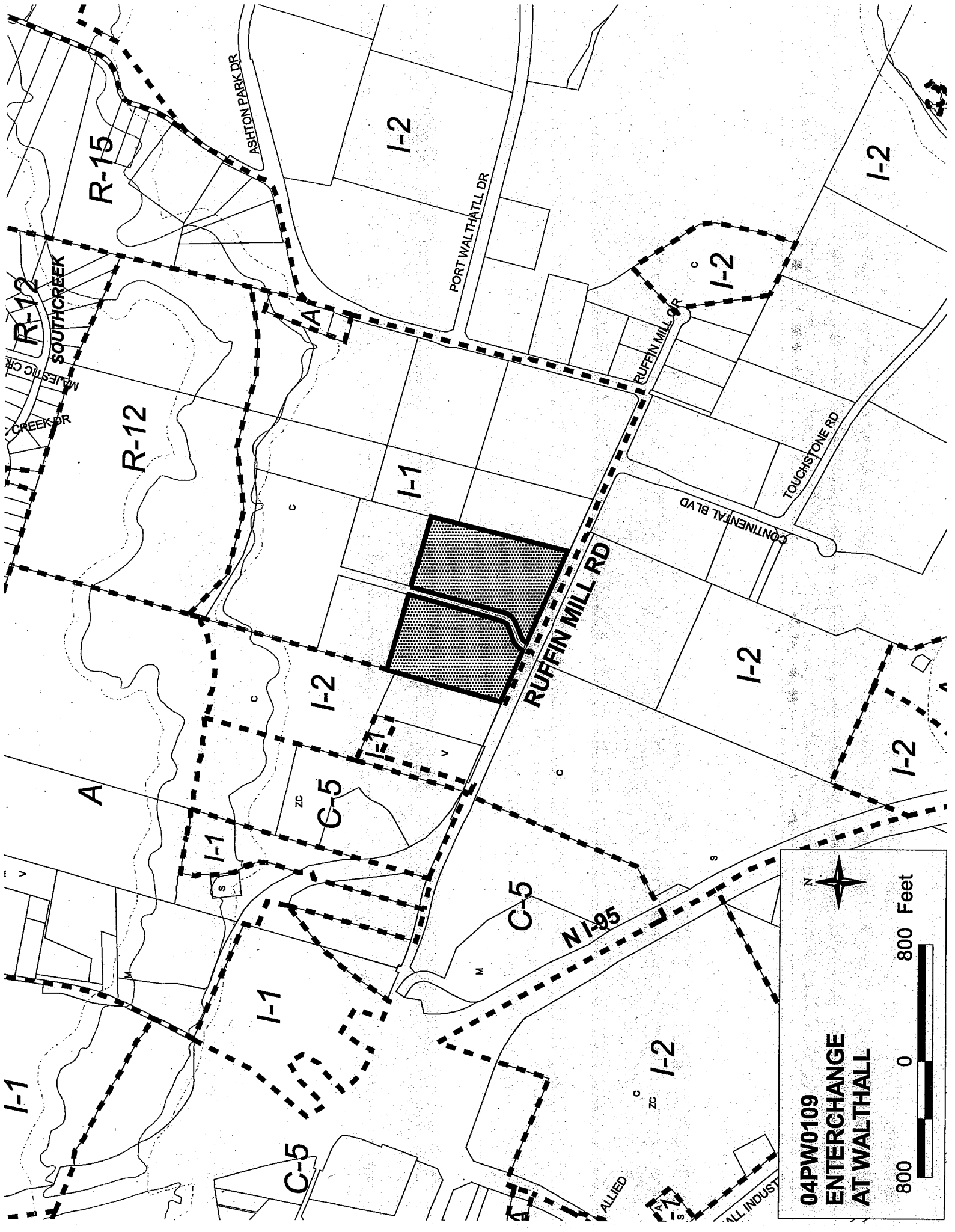
The Zoning Ordinance states that the Planning Commission shall consider and determine substantial compliance with five (5) factors in its determination of development standards waiver requests (see attached letter). Staff believes this request does not comply with all of these five (5) factors. The conditions described by the applicant would not limit the use of the property, nor would it be a unique situation to this property. Staff is concerned that any other multi-tenant commercial or industrial projects with two (2) entrances can claim a similar hardship, thereby promoting a change to the Ordinance and a proliferation of multiple commercial signs for each tenant in such a project. The Ordinance currently permits directional signage to direct truck traffic to a specific entrance, such as a sign stating 'Truck Entrance A' and 'Truck Entrance B', or inclusion of multiple addresses. Addresses are not considered signage and can be written large enough to be easily read. Using directional signage as suggested above should be more effective and legible than several smaller business logos.

It should also be noted that the amendment to the sign Ordinance adopted on April 25, 2001 sought to restrict directional signs so as to not permit logos and limit the use of color, as it had been the practice of some businesses to use their directional signs in order to advertise businesses rather than the directional information that they were intended for.

The applicant has also filed a Variance request to the Board of Zoning Appeals in conjunction with this request for exception to the area of these proposed signs. This Variance is not needed if these signs are changed to use only addresses and a truck entrance 'A' and 'B' designation.

### CONCLUSIONS

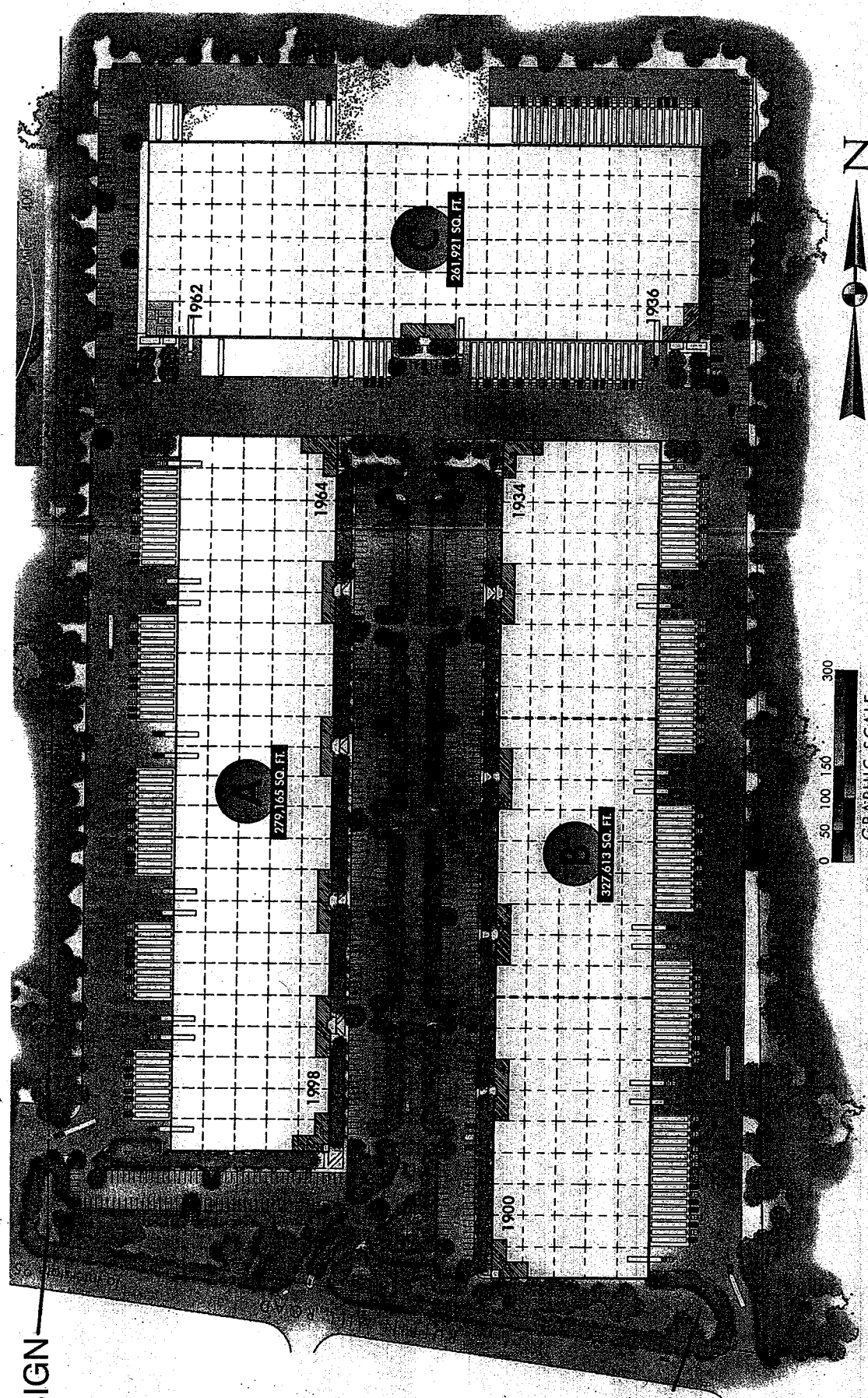
The Zoning Ordinance requires that the Planning Commission make five (5) findings in its determination of development standards waiver requests (see attached). Staff recommends denial of this request on the basis that this request is not unique to this site, and the Ordinance currently offers a reasonable solution to the applicant's situation.



**04PW0109**  
**ENTERCHANGE**  
**AT WALTHALL**

800 0 800 Feet

SIGN

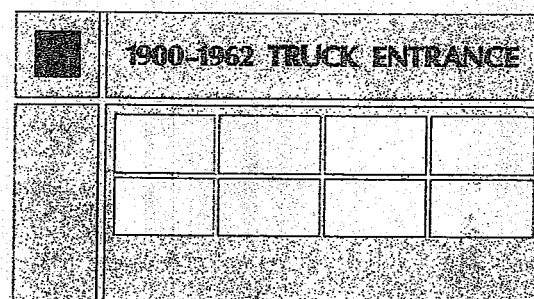


SIGN



9'

9'



WESTERN ENTRANCE S/F

EASTERN ENTRANCE S/F

**HolidaySIGNS**

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Client: DEVON PROPERTIES

Date: 1/15/03 Scale: 1/2"=1'-0" Filename: DEVON 3

Salesman: ALLEN Drawn By: C.M. Pages:

Revisions: Client Approval:

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